

Bridge

*Special
Membership Drive
Issue*

The Idea Exchange of the credit union movement



*September
1946*

Sandy Joins Credit Union—see page 5

official publication

Credit Union National Association



President Truman signs amendments to Federal Credit Union Act during White House ceremony July 31. Looking on are C. R. Orchard, head of credit union staff of Federal Deposit Insurance Corporation; H. M. Rhodes, Washington representative of Credit Union National Association; Brent Spence, chairman of House Banking and Currency Committee; Maple T. Harl, chairman of F. D. I. C.; and Russell D. Miller, F. D. I. C. counsel.—Press Association, Inc. photo.

Federal Act Further Liberalized

H. R. 6372 was signed by President Truman on July 31, 1946 and is now law. As a result the Federal Credit Union Act now:

1. Permits a federal credit union to lend a member up to \$300 without security, provided the loan is not in excess of 10 percent of the credit union's assets. Formerly the maximum was \$100.

2. Extends provisions of the Act to include the Panama Canal Zone.

3. Permits a member of a federal credit union to have a joint account with either a member or a non-member.

4. Permits federal credit unions using accounting machinery to give members some form of officially approved statement of account other than a passbook.

5. Sets maximum penalty which may be suffered by federal credit union knowingly accepting interest in excess of that permitted by the Act. Now the credit union can lose no more than the total interest collected on the particular loan; previously it might possibly lose a crippling amount.

6. Gives federal credit union directors definite authority to require all persons handling funds of the credit union to be adequately bonded, and authorizes credit union to pay costs of such bonds.

7. Eliminates requirements that

treasurer must call meetings of credit committee; permits chairman or clerk of the committee to issue the calls, which are still required.

8. Gives supervisory authority power to place a federal credit union in involuntary liquidation, under certain conditions. A federal credit union being voluntarily liquidated may now be placed in involuntary liquidation. Previously the Act specified that the supervisory authority might revoke charters, but did not establish its authority to place in involuntary liquidation.

In a letter addressed to all credit unions, Thomas W. Doig, managing director of the Credit Union National Association, said:

"The advantages of this much-desired legislation are now made available to all federal credit unions because of the united action of both state and federal credit unions affiliated with your state league. We are proud of this accomplishment and grateful for your cooperation. Cuna has established a permanent Washington office under the supervision of Hubert M. Rhodes in order that the federal interests of all credit unions may be protected.

"We are grateful to all affiliated credit unions. Through your affiliation these improvements were made possible. We cordially invite unaffiliated credit unions to unite with us."

Bridge

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Official Publication

Credit Union National Association

Madison 1, Wisconsin

HOWARD C. CUSTER, Editor

CHAS. G. HYLAND, Business Manager

SUBSCRIPTIONS—\$1 A YEAR

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NEXT Month:

How three social meetings increased membership of Godchaux Federal Credit Union in New Orleans 72 per cent in four months. Practical details about the meetings and generous selections from a popular credit union skit make this article most helpful.

¶ The second installment of W. E. Allen's tour of the Hawaiian Islands and their credit unions.

CUNA

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BRIDGE

Let's Go!

Fourth Annual International Credit Union Membership Drive

September 1 to December 1, 1946



"WE have been disciplined by the struggle to get ahead of others. You (young people) must learn how to get ahead *with* others."

Edward A. Filene, first president Credit Union National Association.



"CREDIT UNIONS have a prodigious service to render all of the people—not to ten percent of the people inadequately, but to all the people adequately."

Roy F. Bergengren, managing director emeritus Credit Union National Ass'n.

"AMONG THE 100,000 or more new credit union members we expect to add to our number during this year's membership drive there will be many who would otherwise be exploited by loan sharks. Government investigators, newspaper reporters, credit union officials, all testify that the loan shark is far from eliminated, that in fact he is now taking a new lease on life.

"As a matter of fact everyone of those 100,000 new members will be better off because they joined, especially if we follow up the membership drive with a strong promotional program to encourage members to save in and borrow from their credit union throughout the year.

"And every new member will make our credit unions stronger—better able to give maximum service as peace-time production speeds up.

"So, because we have a great responsibility to bring credit union service to as many people as possible, as well as because of our personal interest in the success of our credit unions, it is exceedingly important that we plan and promote aggressive participation in the Fourth Annual Credit Union Membership Drive.

R. A. West, president Credit Union National Association.



"ALONG with other credit union leaders I am sure that the membership drive is a basic part of our credit union program. Credit unions don't 'just grow.' They develop, at least after a certain stage, by careful planning and aggressive promotion. And although I do not believe that we should confine our membership growth activities to any one period, I am convinced that the drive does furnish an incentive not otherwise provided, and that its influence is felt throughout the year."

Thomas W. Doig, managing director Credit Union National Association.



by Ray J. Butler

THE SEASON of membership drives is upon us. Refreshed by recent summer vacations, we should hit the ball with a reverberant rap.

Recall the old adage: Work hard; play hard. Well, we played (and we hope hard) during our vacation; now let's work hard. A good place to put some of this repossessed energy is in our Credit Union Membership Drive.

A number of St. Louis credit unions made marvelous records in the drives held in former years. It seems that the credit unions that made the best records are the ones most anxious to get actively into the coming drive.

One particular credit union I have in mind, when presented with a plaque as their reward for outstanding success in the Third Annual Membership Drive (see cut), remarked, "It seems a little out of place to receive a prize for something that helped nobody more than it helped our own credit union."

Now is not that the naked truth? We are urged by the National Association, by the League and by the Chapter to take an active part in the membership drive; and whom do we help in the final analysis—*nobody more than ourselves*.

After all, we should feel better ourselves, knowing that the new members, our credit union, our chapter and our leagues, all benefit from a successful drive. In addition, we have the satisfaction of a job well done. It

Ray J. Butler is a veteran leader of the Carter Credit Union, the St. Louis Credit Union Chapter, and the Missouri Mutual Credit League. He contributed an article about his chapter's membership drive in the October 1945 Bridge.



We Help Ourselves, Too

Here are practical suggestions, as well as inspiration, for a successful credit union membership drive

makes us better men and women, to think we have done someone some good, without a monetary reward. Our smile might even be a little brighter.

St. Louis Chapter last year accounted for nearly 2,000 new members or 75 percent of Missouri's quota. This number of new members is not astounding, but we are proud of what we accomplished and prouder still of the fact that we are on our way to a record that some day may make us really proud. We don't feel as if we are an authority on the subject, and are open for suggestions and willing to learn. Nevertheless, we do have a simple set of rules and we offer them to any one interested for what they are worth.

The St. Louis Way

In our credit union, we first appoint a campaign manager, at least a month in advance, to allow him to gather material and necessary information. We don't just appoint anyone, but deliberate with care and the man selected is not the choice of any one person, but more or less represents the consensus. He should be "alive," wide awake and willing.

The manager is then to select his captains after the membership has been divided into groups (Floor, De-

partments or what have you); the captain then selects the workers.

A joint meeting of all is held. The workers are told the reasons for the drive, and impressed with the need for the drive. The necessary enthusiasm is built up. Cooperation from the officers is promised. Campaign methods are read over and discussed, literature is distributed, questions are answered.

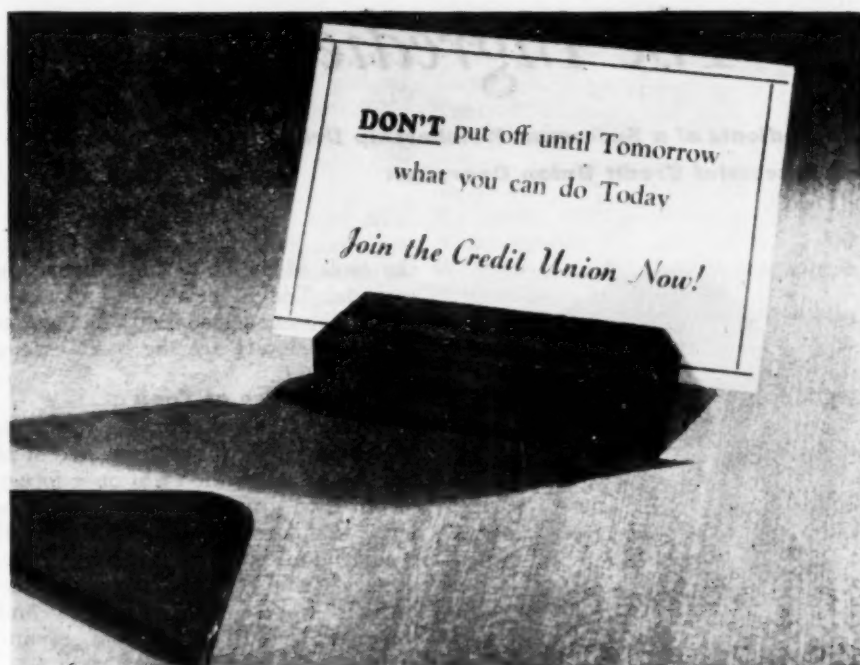
The group is asked to establish its quota. The fact that they are expected to use every feasible method at their disposal to accomplish their goal is stressed. Each team must do its part.

The bulletin or poster program is planned in advance. Posters are brief and to the point, attractive and properly timed. Posters that are delayed discourage captains and workers. Literature is distributed to all workers and displayed on desks or points where members and potential members gather. It is important that plenty of membership application cards be on hand.

A Means to the End

Emphasized again and again is the fact that personal contact with the potential member is what really brings home the bacon.

The bulletins, literature, and other printed materials are but the means to an end. No matter how good they



Desk cards used by St. Louis Chapter in membership drive

are, in most cases they only create curiosity and desire. The important point is that after curiosity is aroused and the desire instilled, it is necessary for a personal contact to bring the new member to the credit union desk with a signed application card.

Much can be said about personal contact. While it involves the real work of the campaign it also produces the real harvest. The workers must all agree on this and realize that the one and only way to make the campaign successful is through personal contact.

Although there is no certainty that each contact always means a new member, it is invariably true that the larger number of contacts made, the larger number of new members secured. Don't let the worker become discouraged; if he is not successful at the first few attempts, encourage him to persevere. After he gets a member or two he will soon hit his stride and his efforts will be rewarded with more success than he thought it possible to achieve. He might feel like a crusader on obtaining his first few members, and no doubt he is, but continued efforts will bring even more results and subsequent satisfaction. The fact that he is selling another on the basic philosophy of the credit union will do much to make him dig for more information and make a better credit union member of himself.

Each captain should keep an accurate check on the new members and see that each worker gets the credit due him. Captains should see that the chairman is advised as to the number of members enrolled and that this

information is posted on the bulletin board regularly and promptly. This will add to the spirit of the contest, with each team striving to outdo the other.

It is our policy to reward the best effort of the leading team as well as the individual securing the largest number of applications. The prize need not be large or expensive but recognition should be given for the best efforts.

Among the benefits coming from previous campaigns has been development of several new workers, who have stood out above the rest. Here is potential timber for future credit union committee men and officers.

There is so much to be done, and so much of the work falls on the shoulders of so few—the credit union movement stands in dire need of more workers or builders—that this extra dividend from a successful membership drive should not be overlooked.

Sandy Joins Credit Union

How far a good credit union treasurer will go to secure new members was illustrated in Yosemite recently when George Bailey issued a pass book to "Sandy" Sedergren, daughter of the Chief Ranger (see cover).

The Sedergrens moved to Yosemite from Mount Rainier National Park several years ago, and one of their prized possessions was Sandy's piggy bank, "Morgenthau."

George eyed the piggy bank and immediately suggested that its contents be deposited in the credit union for the youngster. But the Sedergrens loved Morgenthau. They simply couldn't see any sense in destroying him to get his wealth.

Months passed, and while many other

Yosemite youngsters were starting good thrift habits, "Sandy" had only her beautiful piggy bank. Then George made a proposition. If they would only consent to a simple operation, he would open the bank carefully, remove the money, seal up the incision and Sandy would have an account in the credit union as well as her bank.

The operation was successful, as our cover photo shows, and everyone was surprised to find more than 80 dollars in bills, dollars, halves, quarters and dimes. Now Sandy has a pass book which will show her how her money grows with interest, and George is happy because he has added another member.—Photo by R. H. Anderson.

A Dollar Saved
is a Dollar Earned
Save the CREDIT UNION Way

A Friend In Need
is a Friend Indeed!
Your CREDIT UNION is Your Friend

Put your DOLLARS to work for
VICTORY
the Credit Union Way

DON'T put off until Tomorrow
what you can do Today
Join the Credit Union Now!

TIME and TIDE
WAIT FOR NO MAN
Neither Does Your INCOME TAX
-- but Your CREDIT UNION is Waiting
for You :: Join Now!

Finally it sums up to just this: *when we help others, we help ourselves.*

What Are The Ingredients?

**Here Are the Ingredients of a Successful Membership Drive
and of Successful Credit Union Operation**

TO TRULY serve our fellowman; to promote thrift; to destroy usury; to take our rightful place in the economic world; and to demonstrate our faith in the credit union movement, we must make the Fourth International Membership Drive the most successful of all.

We are entering an era when people will most need the complete service of the credit union. Our resolution should be to carry the credit union to them. Our Goal—*active credit union membership by all.*

Like the atomic bomb, a successful membership drive depends on chain reaction. It must be ignited by a spark from the present membership and particularly from the directors and committee members. It should *activate* the desire to participate in the benefits of credit union membership on the part of all it reaches. It should be widespread to reach ALL potential members.

The ingredients of the atomic bomb have been recognized and available for years, but the right combination took much effort to discover, and even then there was no reaction until the way to apply the spark was found. We have the ingredients for a successful membership drive. In this article, we suggest the combination. If is up to you to supply the spark.

We all recognize that a good credit union member is one that saves regularly, borrows when the need arises, and understands that the credit union depends on the cooperative thinking and effort of all members. But too few of our present members are GOOD members, so our drive must include all who are now members as well as those that are not.

The First Requisite

But first on our drive agenda should be the question: Are we prevented from obtaining maximum membership participation by self-imposed rules and barriers? Too often, we shall have to admit we are.

Perhaps some of these rules were necessary during the trying war years but now is the time to remove them. Many say, "Get rid of Regulation W and we will go to town." In most cases,



by John A. Colby

it isn't Regulation W that is holding us back, as we find out in our field work. Recently, a credit union treasurer spent a half hour laying the blame for a low outstanding loan balance on Regulation W. When asked what were the conditions for borrowing in his credit union, the answer was "Fifty dollars on a person's signature and one co-maker for each additional fifty thereafter." Was it Regulation W that held them back? Was it not that their potential members were being driven to other loan agencies? *Remove the barriers and relax the restrictions on the members' use of the credit union.*

Contact work with credit unions also indicates the need for a rekindled spark in the credit union's official family. Too often, we find directors and committeemen that have lost sight of the objectives of the credit union and have thus failed to realize the damage that harsh rules do to the principles of the credit union. It is impossible to supply the spark or even to operate a credit union properly, if the leaders do not understand and fully subscribe to the objectives. I am referring to these personal objectives: service to humanity; the desire to be helpful to our fellowman; destruction of usury; and the establishment of true cooperative effort along financial lines. I am referring particularly to the justification of the faith our members have in the leaders they elect. Rekindling the spark and developing the right attitude will make easier the selection of

the tools of publicity and advertising material. The materials are important, but enlightened leadership and warm personal contact are the basic essentials.

Use of Tools

In BRIDGE this month is a complete list of the tools to be used and it is our job to select the right ones to use in our own groups. Much of the material and ideas are applicable to all credit unions but some have particular application to certain types of organizations. Review it all carefully and select that which is of value to your group.

Even then, you may find it wise to develop some of your own. In this regard, a word of warning may be helpful. Use of material without a plan is a waste of time and energy. So plan for the effective use of a moderate amount of material rather than an indiscriminate use of tons.

Pamphlets should reach prospects when they have the time and desire to read and digest them. One pamphlet at home is worth five in the shop.

Posters should be strikingly colorful and pertinent, and changed often to bring a flow of new messages. There is an ample supply of good material—use it moderately and effectively.

Use of Personal Contact

We cannot too often stress, however, that in addition to the effective use of good materials by a group that fully understands the objectives of the credit union, we need the powerful ingredient: *personal contact.*

This is the most scarce of all the ingredients, as it is the most difficult one to find, even though it is so close to us. We can find it in our daily contact with our fellow workman, church member, lodge brother, and in our contact in the business and social world.

I recently talked with the treasurer of a credit union that had an exceptional high percentage of membership participation who attributed this success to the fact that everyone talked about the credit union. Employees made it a practice to talk about the credit union at every opportunity and new employees were asked to join often before they had been assigned a job!

Not only should we talk with each prospective member to interest him

John A. Colby is field secretary for the
Credit Union National Association.

but also so that he will interest others. Another treasurer felt that a satisfied customer was the best advertisement for the credit union and carried this to the point that delinquent borrowers brought in new members, after discussing their loan account with the treasurer.

In the credit union, good and efficient bookkeeping is necessary; we must observe all laws and rules carefully; but most important is good relationship with our members. We are organizations of people, not of dollars and cents.

Understand the objectives of your credit union, inform and attract your prospective members with good promotional material, and carry the spark to them by personal contact.

Let's Go! 100,000!

Membership Drive Quotas

HERE ARE THE QUOTAS which have been assigned provinces and states for the 1946 Credit Union Membership Drive.

These goals are offered as nothing more than rough yardsticks. None of them represent large increases over present membership figures, and should be readily obtained. *Let's go!*

Alabama	1,500
Alberta	500
Arizona	150
Arkansas	100
British Columbia	500
California	6,000
Colorado	700
Connecticut	3,000
Delaware	100
District of Columbia	2,000
Florida	2,500
Georgia	2,000
Hawaii	1,000
Idaho	150

Illinois	11,000
Indiana	1,000
Iowa	2,500
Kansas	750
Kentucky	3,000
Louisiana	1,000
Maine	200
Manitoba	2,000
Maryland	700
Massachusetts	1,400
Michigan	3,000
Minnesota	2,500
Mississippi	200
Missouri	3,000
Montana	150
Nebraska	500
Nevada	100
New Brunswick	300
Newfoundland	100
New Hampshire	200
New Jersey	2,100
New Mexico	100
New York	8,000
North Carolina	2,000
North Dakota	1,700
Nova Scotia	3,000
Ohio	5,700
Oklahoma	300
Ontario	1,400
Oregon	400
Pennsylvania	9,000
Prince Edward Island	150
Quebec	400
Rhode Island	500
Saskatchewan	1,750
South Carolina	500
South Dakota	250
Tennessee	1,000
Texas	2,000
Utah	150
Vermont	50
Virginia	400
Washington	500
West Virginia	400
Wisconsin	4,500
Wyoming	50

May Easily Triple or Quadruple

THE NEED FOR THRIFT AND LOAN SERVICE is usually much greater among those within the field of membership who have not yet seen fit to join the credit union than it is among the more alert who always seem to make up the initial membership.

You will be doing non-members a real favor if you help them to decide to fill out a membership application and pay in their first fifty cents today.

Doubling the membership of an existing credit union may easily triple or quadruple the service which is being rendered.

Boost your membership campaign and help more people to help themselves.—C. R. Orchard, special assistant to the board of directors, Federal Deposit Insurance Corporation (see photo on page two).



L. R. Nixon

New Cuna Vice President

LEONARD RUSSELL "NICK" NIXON, who joined Cuna Executive Committee at the recent meeting of the Cuna National Board, was one of the organizers of the Connecticut Credit Union League, in 1935, and has been secretary-treasurer and managing director of the League from the beginning. Since 1935 he has also been treasurer of both the New Britain Teachers' Federal Credit Union and the Connecticut League Federal Credit Union. He has been a Cuna National Director since 1937 and was on the board of Cuna Supply Cooperative for the past three years.

He was formerly a professional athletic coach and official; was secretary of the Central Connecticut Board of Basketball Officials for 20 years; has just completed two-year term as president of Central Connecticut Association of Football Officials. He is instructor of mathematics at New Britain High School; was recently elected to the executive board of Connecticut State Teachers Retirement Association.

He started his public-responsibility-laden life in 1896; graduated from Exeter, New Hampshire, High School and University of New Hampshire; spent World War I in Officers Training School at Camp Lee, Virginia; has been a Connecticut high school teacher since 1917; is married; has two sons, the oldest of which is now at Tacoma, Washington with the United States Navy.

He and James E. Moran, former Cuna National Director, are credited with the organization of most of the credit unions in Connecticut.

Speak!

LADY (holding a cookie above the dog): "Speak! Speak!"
Dog: "What'll I say?"

see marvelous country marvelous credit unions

in this delightful word-picture trip
over and around and on the Hawaiian Islands



This is first of four installments

by William E. Allen

IN 1935 some school teachers from the Territory of Hawaii attended the annual convention of the National Education Association on the mainland. A discussion of teacher credit unions so impressed them that upon their return to Hawaii a group of teachers in Hilo applied for a federal credit union charter.

No federal credit unions had been chartered outside the continental limits of the United States. But persistence of this group resulted in the granting of Charter Number 1609 in 1936 to the Big Island Teachers FCU of Hilo, Hawaii, Territory of Hawaii.

Shortly thereafter several groups, especially teachers, wanted to start credit unions, so Lance S. Barden of the Farm Credit Administration was sent over in October 1936 to help them get under way. In the next six months more than 50 groups obtained charters. This brief background emphasizes how comparatively new and fast growing the credit union movement is in Hawaii.

In the little more than nine years since the first credit union was born in Hawaii, 36,118 members built up credit union assets of \$10,558,000. Assets increased 14 per cent during 1945 alone. The big majority of members are active savers, not lump-sum investors, and their average savings on December 31, 1945, was \$275 as compared with only about \$120 for all credit union members in the United States.

Hawaii's credit unions have made 146,230 loans to members, amounting to more than \$23,185,000.

Have Challenging Record

What state can report that one out of every seven of its people are now eligible to membership in existing

credit unions? What state can boast that one out of every 14 of its people actually belongs to a credit union? Hawaii could boast of these achievements, but doesn't. It is still trying to see that more and more people learn to save and borrow the credit union way. It is not content with serving only 50 per cent of its potential 72,975 members. A successful membership drive this year should improve their rating.

How great Hawaiian Credit Union achievement has been can readily be seen by reviewing the steady progress of the past few years, progress which has not even been slowed down by the shooting war which actually reached many of them. In 1936 every state in the Union except Delaware, Vermont, and Nevada had more credit union assets than Hawaii. By 1940 there were only 21 which surpassed her; by 1941 this was whittled down to 19 and by 1944 her credit union savings exceeded that in all but 14 states. All this has been accomplished in a territory with a smaller population than 45 of the states, and under equally as trying wartime conditions as faced by any community.

The promotion of thrift has not been confined to savings in the credit union. During the war these same credit unions sold more than \$32,800,000 maturity value of Series E Bonds, more than one-fourth of all Series E Bonds sold in Hawaii. The issue price of these bonds was more than twice the amount of the credit union's total assets at the end of 1945. Per capita purchases of war bonds in Hawaii exceeded that of any state, territory or district of the United States, and was more than twice the average credit union savings in Hawaii.

The 95 credit unions are located on six of the seven inhabited islands of the Hawaiian group. Honolulu, on the Island of Oahu, has 43 credit unions serving a population of about 200,000. Rural Oahu, outside the city district of Honolulu, has 15 credit unions. A new

charter has just been granted to the Naval Air Supply Depot at Pearl City, which will increase this number by one.

Let's Tour the Islands

Since you may not be able to take a trip to Hawaii, let's take a little arm-chair jaunt around the islands to meet some credit union friends and perhaps get a brief view of their outstanding achievements.

First, let us take a plane from John Rodgers Airport, just out of Honolulu on the road to Pearl Harbor, and fly to Kauai (pronounced cow-eye). It is a short flight to the northwest over 100 miles of the bluest water. Kauai, known as the "Garden Isle," is the oldest island in the group, geologically.

There are nine credit unions on this island, with 4,541 members and assets of \$1,105,000. The total population of this island is about 30,000 so that 15 per cent of its people belong to a credit union and 20 per cent are eligible. These credit unions are now serving 75 per cent of their potential members. There are 13 states which have less credit union assets than this one small island. Average savings are \$230 each. War bond sales were over \$3,557,000 maturity value.

This island contains some of the most beautiful spots in the Pacific and its people are as friendly as you will find anywhere in the world. Waimea Canyon, with its bright colored, wind and water eroded walls, which rise 3,000 feet above the river in the bottom, is a miniature Grand Canyon. It is a distinct surprise to find such a sight way out here surrounded by thousands of miles of ocean. Looking across Waimea Canyon, up near Kokee where delicious plums grow, we can see Mt. Waialeale occasionally, when it is not covered by a blanket of mist. This 5,200 foot peak is one of the wettest places in the world with an average rainfall of 410 inches a year.

Only 18 miles from Waialeale is Bark-

IDEA



EXCHANGE

Here are some ideas credit unions have already used successfully plus some BRIDGE suggestions which you may want to try out as-is or adapted to meet your particular needs.

As a matter of fact, credit unions and credit union organizations affiliated with Cuna may list any BRIDGE items freely for their publications and releases. All others should observe the copyright and obtain written permission from BRIDGE before reprinting material. Suitable credit should, of course, be given in the case of signed articles and illustrations. BRIDGE need not, however, be mentioned as the source of the material, although where it seems suitable to do so, this will be appreciated.

Suggestions for Use

We hope credit union officials will find these suggestions helpful in preparing informational materials about the services their credit union offers their members. These may be used—either without change or adapted to special uses—in payroll inserts, circulars, blotters, posters, bulletins, advertisements, company house organs, or other appropriate mediums at hand.

The illustrations may be traced on mimeograph stencils, reproduced directly by a photo-offset process, or made into linecuts for the standard letterpress printing.

Each release should, of course, also contain full directions as to when and where credit union service may be obtained. The name of the credit union, its location, its business hours, and any other helpful information should be given.

Please

BRIDGE would greatly appreciate receiving copies of any and all publications credit unions issue, so that it may know what credit union people are finding most effective, and so that it may pass on to others good new ideas developed.



☞ Men are polished through act and speech, each by each, as pebbles are smoothed on the rolling beach.—John Townsend Trowbridge.



Mats of above cut may be obtained from Bridge editor for 50 cents each.

Santa-cipating?

Santa-cipating?
Auto-cipating?
Home-cipating?
Appliance-cipating?
Infant-cipating?

No doubt you are looking forward to one or more of these extra-special calls upon your funds.

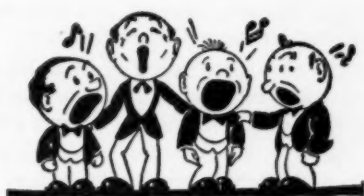
No doubt you will not be able to meet these calls out of your then current income—few people can.

Fortunate you are if regular savings in your credit union share account

serves your unusual needs. In any event you will certainly be glad if you start to save now in your credit union every pay day—if you have not already done so.

And when the Day comes, if you need more cash, you will find it handy and economical to get a confidential, friendly credit union loan.

Save every pay day in your credit union. Borrow only when the loan will contribute to the health and welfare of your family and yourself, but when you do borrow, call upon your credit union. It is here to serve you. It pays to be a credit union member.



Come, Join Us

Our password is not secret;
We shout it strong and loud.
It's "Service" to our members,
The credit union crowd.

Our passbooks tell our story
Of help for one and all.
We hope that you will join us;
That soon you'll on us call.

When They Are 21

When your children are twenty-one—when they start out for themselves; or perhaps when they start to college—few things will mean more to them than their credit union passbooks, if those passbooks show an accumulation of regular savings.

Why don't you add the name of each of your children to your credit union's membership rolls—and add something to their share account each pay day? You will make a fine investment in their future if you do.

And as soon as they are old enough, encourage them to build up the accounts themselves, from their allowances and from their earnings.

It is hard to say which will be the most invaluable to them: this training in thrift, or the money saved.

Fast "Come Back-er"

Happy-go-lucky is Bill.
He is seldom broke or ill,
And when he is
He comes back—whizzzz—
A credit union member is our Will.



It Pays

We're on our way;
We're on the go—
Our life is bright and gay.

¶

Yes, every day
Our fortunes grow—
This green stuff is not hay.

¶

We firmly say
It's good to know
The credit union way:

¶

Save each pay day;
Borrow wisely. So . . .
Join us, quick, today!

It Pays and Pays and Pays

Why don't you join us, your fellow employees, who have pooled our resources to provide each other a convenient source of low-cost credit. In fact, we have a two-fold program: *thrift and credit.*

It pays AND PAYS AND PAYS to be a credit union member. It will make us very happy to welcome you.



What He Needs

"Between the devil (wolf) and the deep blue sea (loan shark)."

He needs the credit union's handy, low-cost, confidential thrift and loan service the worse way.

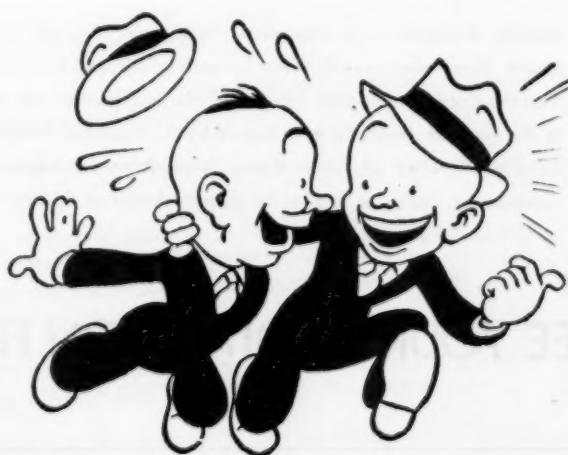
It would pay you, too, to join your credit union, *today.*

Loan Shark Bites

Here is one example of a loan shark's practice in Kansas: A borrower receiving \$25, signed a note for \$30, and agreed to pay \$10 per month for three months. That is an interest of about 160 percent.—KANSAS CREDIT UNION NEWS.

More and More

Members are financing their new and used car purchases with us. They are doing it because they like our INTEREST ONLY charge—absolutely nothing else to pay. Further, your loan balance is insured FREE against your death. Buy your car insurance where you like. Being a member of the DNICU, you participate at the end of the year in any dividends that such business helps to create. In that way your financing costs are still lowered. COOPERATE WITH YOUR OWN GROUP, help yourself by helping others.—Detroit Newspaper Industrial Credit Union 6 x 9 inch poster.



Another Credit Union Member

ONE MAN tells another

About the good news:

"Credit union

Thrift and loan service

Is handy, economical

And confidential."

And one more man finds out:

"It pays to join your credit union."



"It wasn't till I joined the credit union that I really began to climb. That handy, low-cost, confidential credit union thrift and loan service sure gave me a lift."

The Best Way

The Annual Membership Drive extends from September first through December first. The best way to get ready for a campaign is to start campaigning. This year the membership drive committee will consist of all of you. If there are any non-members in your department acquaint them of the advantages that you enjoy as a member. Since the June BEACON, through your efforts, the following have been enrolled: Richard Paufler, Eleanore Mazur, Winifred Klaus, Stella Ziobro, Josephine Ziminski, Roy Mordough, Mary Stamates, Melane Bednarz, and Mildred Hagmier—THE BEACON, published by the Buffalo Fairmont Creamery Federal Credit Union, Buffalo, New York.

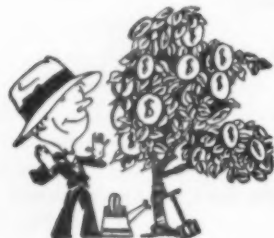
Hot?

It's hot now, but will your home be warm this winter?

If you fill up your coal bin or fuel oil tank now, you may be able to make substantial savings, and you will be sure to have fuel when you need it.

You don't have the cash?

A convenient, confidential, low-cost credit union will take care of that quickly. Your credit union is here to serve you.



Your Fortune

Service is our motto;
We know you'll find it so.
If you join our credit union,
We'll help your fortune grow.

Wise Men Say—

☞ Sweet is the voice of the man who has wealth.—Irish proverb.

☞ Ah, simple man! When a boy two precious jewels were given thee: time and good advice; one thou has lost, and the other thrown away.—Benjamin Franklin.

☞ The crest and crowning of all good, life's final star, is brotherhood.—Edwin Markham.

☞ May you live all the days of your life.—Swift.

☞ Knowledge is the treasure, but

judgment the treasurer, of a wise man.—KANSAS CREDIT UNION NEWS.

☞ My object in living is to unite my avocation and my vocation, as my two eyes make one in sight.—Robert Frost.

☞ Love is flower-like; friendship is like a sheltering tree.—Coleridge.

No Friend

"I'M SORRY, old man, but I make it a rule never to lend money. It ruins friendship."

"But why let that worry you? We never were what you might call wonderfully good friends, were we?"



Gosh. Only a Penny!

YES SIR, that's all it costs when you borrow money from your Credit Union. One penny on each dollar for each month, and don't forget that the Credit Union pays the cost of life insurance on the loan. In the event of death, the loan is paid by the Insurance Company. REMEMBER—when you need money to purchase an automobile, refrigerator, radio, or to pay the doctor, dentist or hospital bill, or to consolidate old bills . . .

Always

SEE YOUR CREDIT UNION FIRST

117 CUE

This poster was first issued by Northwest Engineering Credit Union, Green Bay, Wisconsin; has been given state distribution by Wisconsin Credit Union League.



HELPING HANDS

PERSONAL CONTACT is the essential ingredient of credit union growth. Credit union leaders all agree upon that, but they also agree that printed materials offer exceedingly helpful hands to personal contact.

The friendly welcome, the smiling reminder, the persistent but cordial urgings cannot be beat, but they will be more quickly and more generally effective if they are backed up by a well-planned, continuing flow of printed materials.

Leaflets, posters, letters, bulletins, advertisements, novelties (such as the calendar banks—see cut above—pocket calendars, and bookmatches) have all proved their value in credit union promotion programs.

Advertising pays, if—if it is wisely developed and if it is followed up by personal contact.

Here is a list of promotional and educational materials especially prepared for credit unions.

◆ This symbol before an item indicates that it is a new item.

Notice

All prices mentioned apply proportionately to any quantity desired; are subject to change without notice. Those prices not marked "net" allow a 20 per cent discount to credit unions affiliated with their credit union league.

New items are constantly being added; old ones are being discontinued. Watch BRIDGE for month to month changes.

Unless otherwise noted all items may be obtained from credit union league supply departments or from Cuna Supply Cooperative, Madison 1, Wisconsin.

Other Sources of Materials

Bridge. Each month in BRIDGE the **Idea Exchange** department, other pages, and advertisements contain additional suggestions. Watch particularly for Cuna Supply notices; see "What About It?" department particularly for operating suggestions; "Idea Exchange" department for promotional suggestions. BRIDGE should be ordered for each director and committee member. **Subscriptions \$1 per year each.**

Cuna Briefs. These frequent letters from desk of Cuna managing director offer helpful advice and material on various phases of credit union activity. Be sure to call them to the attention of all directors and committee members.

Correspondence. The office of your credit union league or the Credit Union National Association will be glad to answer your special questions.

Meetings. Your chapter meetings and the annual meeting of your credit union league are unexcelled opportunities to exchange ideas with other credit union leaders. League meetings almost always have exhibits of latest printed aids.

Introducing Credit Union

Leaflets, Pamphlets, Books

The Need for the Credit Union

Ed-29 Figure All the Charges. A popular BRIDGE reprint. 5½ x 8½, 4-page leaflet. 90 cents per 100.

Loan Sharks and Their Victims, by W. T. Foster. Public Affairs pamphlet No. 39 Revised. Tells of extensive operations of loan sharks. 5¼ x 8¼, 32 pages. 10 cents each net.

Beautiful and SMART!



She's beautiful and smart.
She's friendly and wise.
For summer cash she says:
"Credit union-izel!"*

*That is, use the one-stop thrift and loan service offered by your credit union; confidential, convenient, low-cost loans, supplementing regular savings.



HE-
**CAN AFFORD TO PAY
HIGH INTEREST RATES**



WE-
**BORROW FROM OUR
CREDIT UNION!**


SAVE or BORROW
which?

See Your
CREDIT UNION

**YOUR
CREDIT UNION
WELCOME THE CHANCE
TO HELP YOU**

Your adv.
copy here.

Quoth the Raven—



Never, quoth the Raven, nevermore
Will I scold the man who saves
In his credit union for
A rainy day or things he craves.

Never, quoth the Raven, nevermore
Will I chide the man who borrows
From his credit union for
Aid in times of need or sorrow.

▲ Quoth the Raven—Insert
757-A; Blotter 757-B.

◀ Beautiful and Smart—Insert
756-A; Blotter 756-B.

◀ He can afford—Insert 755-A;
Blotter 755-B.

◀ Bookmatches.

◆ **Ed-10 Yavner Report.** To New York mayor in regard to excessive profits made on small loans. 10 cents each net.

One Hundred Problems in Consumer Credit, by Mergendahl and Foster. Problems and answers on costs of buying and borrowing on time. $5\frac{3}{8} \times 7\frac{7}{8}$, 56 pages. 10 cents each net.

Ten Close-ups of Consumers Credit. Reveals methods and charges of various consumer credit agencies. $7\frac{7}{8} \times 10\frac{7}{8}$, 48 pages. 15 cents each net.

Credit for Consumers, by L. R. Foster. Public Affairs Pamphlet No. 5 Revised. $5\frac{3}{8} \times 8\frac{3}{8}$, 32 pages. 10 cents each net.

◆ **Cooperatives and Poverty**, by M. E. Schirber, O. S. B. A CATHOLIC DIGEST reprint. $5\frac{3}{8} \times 8\frac{3}{8}$, 4 pages. 75 cents per 100.

How Money Works, by Gayer and Rostow. Public Affairs Pamphlet No. 45. $5\frac{3}{8} \times 8\frac{3}{8}$, 32 pages. 10 cents each net.

Installment Selling—Pros and Cons, by W. F. Foster. Public Affairs Pamphlet No. 61. 32 pages. 10 cents each net.

More for Your Money, by C. W. Moffett. Public Affairs Pamphlet No. 63. 32 pages. 10 cents each net.

Credit Union History and Philosophy

Three Questions About Credit Unions. A most effective leaflet. $3\frac{1}{2} \times 6\frac{1}{4}$, 4 pages. 40 cents per 100.

Twenty Rules for New Credit Unions. More details; also popular. $3\frac{3}{4} \times 5\frac{1}{2}$, 2 folds, 8 pages. 54 cents per 100.

Federal Credit Unions—Cooperative Thrift and Credit. Two-colors. $3\frac{3}{4} \times 7\frac{3}{8}$, 2 folds, 6 pages. 99 cents per 100.

Credit Unions—The People's Banks, by M. S. Stewart. Public Affairs pamphlet No. 50 Revised. $5\frac{3}{8} \times 8\frac{3}{8}$, 32 pages. 10 cents each.

Ed-20 Three Million Amateur Bankers, by W. F. McDermott. Famous READER'S DIGEST reprint. $4 \times 8\frac{3}{4}$, 4 pages. \$1.10 per 100.

Ed-23 What Is A Credit Union? Brief, well-written discussion of credit union service and philosophy. $3\frac{1}{2} \times 6\frac{1}{4}$, 4 pages. 60 cents per 100.

Ed-9 When Consumers Run Their Own Banks. A CONSUMERS GUIDE reprint. $8\frac{1}{2} \times 11$, 4 pages. \$1.35 per 100.

Ed-16 Slaying the Debt Dragon, by Lowell Brentano. Reprint from TRUE STORY. $8\frac{3}{8} \times 11$, 4 pages. \$1.10 per 100.

The Cooperative People's Bank, by Alphonse Desjardins. Eloquent credit union history and testimony by Canadian credit union pioneer. $8\frac{1}{2} \times 11$, 4 pages. 5 cents each net.

Movies and Records

For information about credit union movies and record transcriptions see pages 206-207 of September, 1945 BRIDGE.

Credit Unions in Various Fields

Management Appraises the Credit Union. Testimony from management whose employees operate credit unions, collected and analyzed by federal credit union supervisory officials. $5\frac{1}{8} \times 9\frac{1}{8}$, 36 pages. 10 cents each net.

◆ **Ed-33 Railroad Personnel Practices.** Reprint of one section of a study issued by Association of American Railroads, titled "Credit Unions in the Railway Industry." Available soon; not yet priced.

Ed-10 Credit Union Serves Bank Employees. A BRIDGE condensation of a BURROUGHS CLEARING HOUSE article. $8\frac{1}{2} \times 11$, 2 pages. \$2.18 per 100.

Ed-24 Why a Rural Credit Union? by Anthony Lehner. Reprinted from PENNSYLVANIA CO-OP REVIEW, $3\frac{3}{4} \times 6\frac{1}{4}$, 4 pages. 95 cents per 100.

Church Credit Unions

◆ **The Church and Credit Unions**, by Hubert Lerschen, of National Catholic Rural Life Conference. A BRIDGE reprint. $8\frac{1}{2} \times 11$, 1 page. 60 cents per 100.

The Church and Credit Unions, by Benson Y. Landis, of Federal Council of the Churches of Christ in America. $8\frac{1}{2} \times 11$, 8 pages. 5 cents each net.

Ed 22 Leo XIII and Credit Unions, by Bishop Muench. Reprint from COMMONWEAL. $8\frac{1}{2} \times 11$, 2 pages. \$1.50 per 100.

Credit Unions, by Frank O'Hara, Number 7 of the National Catholic Welfare Conference Social Action Series. $4\frac{1}{8} \times 7\frac{1}{8}$, 28 pages. 5 cents each net.

Credit Unions for Teachers

◆ **Credit Unions for Teachers**. National Education Association pamphlet. $5\frac{1}{2} \times 8\frac{1}{2}$, 24 pages. 15 cents each net.

◆ **Credit Where Credit Is Due**, by Frank W. Hubbard, director National Education Association Research Division. NEA JOURNAL reprint. $8\frac{1}{2} \times 11$. Available soon; not yet priced.

Ed-15 The Greatest Achievement of New Jersey Teachers. Reprint from NEW JERSEY EDUCATIONAL REVIEW. $8\frac{1}{2} \times 11$, 2 pages. \$2.21 per 100.

Ed-18 The Story of a Credit Union Savings Account. Reprint from JOURNAL OF NATIONAL EDUCATION ASSOCIATION. $5\frac{1}{8} \times 11$, 1 page. 38 cents per 100.

Teachers in Business. Reprint from NEW JERSEY EDUCATIONAL REVIEW. $8\frac{1}{2} \times 11$, 1 page. 50 cents per 100.

Co-op Credit Unions

What We Ought To Know About Credit Unions, by Anthony Lehner. Published by Pennsylvania Farm Bureau Cooperative Association. $5\frac{1}{2} \times 8\frac{1}{2}$, 15 pages. 7 cents each net.

Credit Unions and the Cooperative Movement, by Educational Committee of Ontario Credit Union League. 6×9 , 32 pages. 5 cents each net.

Store Employees Credit Unions

Ed-19 Employees As Their Own Bankers. How the credit union serves Kansas City Western Auto Supply Company employees. $8\frac{1}{4} \times 10\frac{3}{8}$, 2 pages. \$1.80 per 100.

Keep Your Employees Happy—Start a Store Credit Union. Retail Executive reprint. $8\frac{1}{2} \times 11$, 2 pages. \$1.50 per 100.

Promoting Credit Union

Leaflets

Ed-26 Are You a Wish-I-Had or a Glad-I-Did? Humorous leaflet designed to make all phases of credit union participation attractive. $3\frac{1}{2} \times 6$, two-fold, six pages. 90 cents per 100.

Ed-50 A Handful of Change. $3 \times 5\frac{1}{2}$, 4 pages. 38 cents per 100.

◆ **Ed-50 Revised**. The above redesigned (see cut). $3 \times 5\frac{1}{2}$, 4 pages. Available soon; not yet priced.

Ed-51 Save From the Top of the Pile. $3 \times 5\frac{1}{2}$, 4 pages. 38 cents per 100.

◆ **Ed-51 Revised**. The above redesigned (see cut). $2 \times 5\frac{1}{2}$, 4 pages. Available soon; not yet priced.

Blotters

Number 8 "If." The credit union story in Kipling-esque verse. Blue on white enamel stock. $3\frac{3}{4} \times 8$. \$1.50 per 100.

◆ **Number 755-B He Can Afford** (see cut). Blue on white enamel stock. $3\frac{1}{2} \times 6$. Available soon; not yet priced.

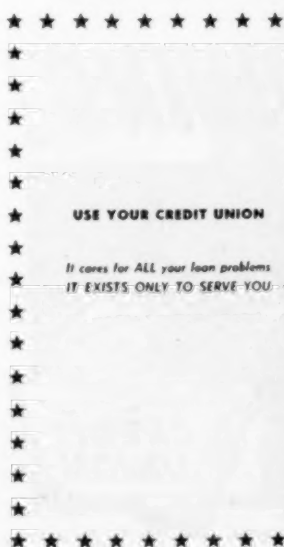
◆ **Number 756-B Beautiful and Smart** (see cut). Blue on white enamel. $3\frac{1}{2} \times 6$. Available soon; not yet priced.

◆ **Number 757-B Quoth the Raven** (see cut). Blue on white enamel stock. $3\frac{1}{2} \times 6$. Available soon; not yet priced.

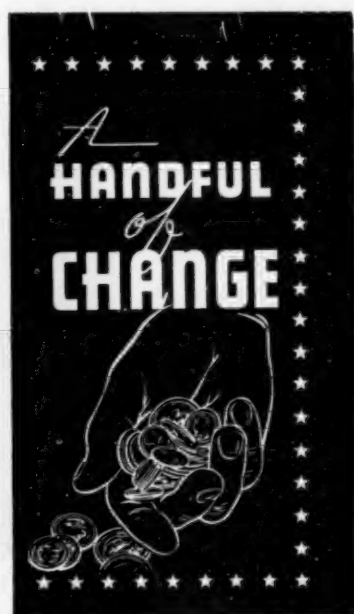
Posters

Unless otherwise stated posters are all printed in two or three colors on good stock. Order by number:

- 601 He's Going Places. $10\frac{1}{2} \times 14$. 5 cents each.
- 602 It's Easy To Get Ahead. $10\frac{1}{2} \times 14$. 5 cents each.
- 603 Save for Rainy Day. $10\frac{1}{2} \times 14$. 5 cents each.
- 604 Join Your Credit Union. $10\frac{1}{2} \times 14$. 5 cents each.
- 605 Your Vacation This Summer. $10\frac{1}{2} \times 14$. 5 cents each.
- 606 Get Your Winter Coal. $10\frac{1}{2} \times 14$. 5 cents each.
- 607 Pay Cash and Save Money. $10\frac{1}{2} \times 14$. 5 cents each.
- 608 Free from Debt Worries. $10\frac{1}{2} \times 14$. 5 cents each.
- 609 Pay Doctor Bills. $10\frac{1}{2} \times 14$. 5 cents each.
- 610 New Car—Credit Union Way. $10\frac{1}{2} \times 14$. 5 cents each.
- 611 Xmas Shop—. $10\frac{1}{2} \times 14$. 5 cents each.
- 612 Get Your Easter Outfit. $10\frac{1}{2} \times 14$. 5 cents each.
- 613 Credit Union Ownership "is of, by and for the membership." $14 \times 10\frac{1}{2}$. 5 cents each.
- 614 School Days. $10\frac{1}{2} \times 14$. 5 cents each.
- 615 There's No Trick to Thrift. $10\frac{1}{2} \times 14$. 5 cents each.
- 616 Tackle Any Financial Problem. $10\frac{1}{2} \times 14$. 5 cents each.
- 617 Double-Duty Dollars. $10\frac{1}{2} \times 14$. 5 cents each.
- 618 Plan Your Vacation. $10\frac{1}{2} \times 14$. 5 cents each.
- 619 For Your Personal Defense. $14 \times 10\frac{1}{2}$. 5 cents each.
- 620 Fertile Soil. $10\frac{1}{2} \times 14$. 5 cents each.
- 621 Each One Working Together. $14 \times 10\frac{1}{2}$. 5 cents each.
- 622 Teamwork. $14 \times 10\frac{1}{2}$. 5 cents each.
- 623 I'm Joining (see cut). $10\frac{1}{2} \times 14$. 5 cents each.
- 624 Chart True Course to Security. $10\frac{1}{2} \times 14$. 5 cents each.



Leaflet Ed-50 Revised



Front and back of two popular leaflets newly redesigned



Leaflet Ed-51 Revised

- 626 You Can't Buy Yesterday. 10½ x 14. 5 cents each.
 627 Had Your Cake and . . . 14 x 10½. 5 cents each.
 628 Don't Forget to Attend Your Annual Meeting. 14 x 10½.
 5 cents each.
 629 Behind Eight Ball. 14 x 10½. 5 cents each.
 632 Tax Duty, Sir! 10½ x 14. 5 cents each.

The following three posters are 14 x 10½, blue on white.

- 750 I'm a Member! (see cut). \$2.40 per 100.
 751 Ouch! Dentist scene and message. \$2.40 per 100.
 752 Paid in Full. With credit union check. \$2.40 per 100.

The following two posters are street car and bus size, 21 x 11; two colors.

- ◆ 753 Need Money? It costs much less to borrow from your credit union. Soon available; not yet priced.
 ◆ 754 See your credit union for low-cost personal loans. Soon available; not yet priced.

Inserts

601-A, 602-A, 603-A, 604-A, 605-A, 606-A, 607-A, 608-A, 609-A, 610-A, 611-A, 612-A. Miniatures of posters 601 to 612 respectively (listed above). 3 colors. 2½ x 4½. 35 cents per 100.

755-A, 756-A, 757-A. Same designs as blotters 755-B, 756-B, and 757-B respectively (listed above). Blue on white. 3¼ x 6. Available soon; not yet priced.

Novelties

Calendar Bank. Attractive plastic thrift-aid (see cut). Coins inserted keep calendar up to date. \$1.95 each.

◆ Pocket Calendars. Thousands sold each year. Calendar on one side; credit union message on other. Heavy stock, bright color. See advertisements in BRIDGE late in year.

◆ Annual Meeting Convention Badges. Die cut to fit in lapel pocket. Printed with Little Man Under the Umbrella and lines for name and address (designed for league meetings, but fine for credit union annual meetings—helps members get acquainted). Available in three colors—salmon, white, canary. \$8.60 per 1,000. Imprinting name of league or credit union \$2.75 extra per 1,000.

ⓧ CUNA ⓧ CUNA Credit Union Emblem Pin. 36 cents each.

Book Matches. Imprinted with your credit union name (see cut). Prices on application.

Publicity Aids

Mimeograph Ad-Insets. Ready-cut stencils of Little Man Under Umbrella (various sizes) to be cemented on your promo-

tional stencils. Gives them professional individuality and trade-mark identification. 14 to sheet. \$2.40 per sheet.
 Number 268 Mimeograph Cement. To cement above ad-insets to your mimeograph stencils. 25 cents per bottle net.

Mats

Little Man Under Umbrella Mats. Assorted sizes. 15 cents each; \$1.50 for a sheet of 10.

BRIDGE features. Each month a featured item in the "Idea Exchange" department of BRIDGE is available in mat form. Mats now available include design used on blotters and inserts 755, 756, and 757, and poster 750 (see cuts). A selection of other mats will be sent on approval on request. Orders and requests should be sent to Editor of BRIDGE, Madison 1, Wisconsin. With a few exceptions these mats cost 30 cents each net.

Operating Credit Union

Pamphlets, Handbooks

Ed-31 A Guide to Credit Union Operations. Comprehensive questions and answers on 14 phases of credit union operations. Introduction, "The Song of Cuna," in verse. 8½ x 11. 14 pages. 12 cents each.

Federal Credit Union Bylaws—Specimen Copy September, 1942. 4 x 9. 24 pages. 5 cents each.

Suggestions to Help Directors Direct, by J. Orrin Shipe. 5½ x 8½. 8 pages. \$2.40 per 100.

Credit Committee Handbook. Prepared by Federal Credit Union Section. 6 x 9. 40 pages. 10 cents each net.

The Credit Committee the Heart of the Credit Union, by J. Orrin Shipe. 5½ x 8½. 8 pages. \$2.46 per 100.

Auditing Pointers for Supervisory Committees, by J. Orrin Shipe. 5½ x 8½. 7 pages. \$2 per 100.

Suggestions for Educational Committees, by Federal Credit Union Section. 6 x 9. 20 pages. 5 cents each net.

100 Practical Questions for Educational Committees, by J. Orrin Shipe. 5½ x 8½. 4 pages. \$1.92 per 100.

Let's Hold Better Annual Meetings. Prepared by Federal Credit Union Section. 6 x 9. 24 pages. 10 cents each net.

Poster 750; one page of Leaflet Ed-26 ▼

Poster 623 ►



First of Series

"MAKE YOUR DOLLARS HAVE MORE SENSE" is the title of an article by Thomas W. Doig, Cuna managing director, in the June 1946 issue of the JOURNAL OF STATE AND LOCAL EMPLOYEES. This is the first of a series.

The editor of the JOURNAL notes in his introduction to the article that the 1946 convention of the American Federation of State, County and Municipal Employees adopted its executive board's hearty endorsement of credit unions. The editor also comments that "they are further recommended by the success of those now in existence."

In its recommendation the executive board said, "Credit unions are the ideal solution to the need for borrowable funds at low interest rates." Labor and management unite in supporting credit unions.



Once Upon A Time

20 Years Ago In Bridge

- ☐ Legislation of credit union laws pending in Missouri, Alabama, California, Washington, and Ohio.
- ☐ Applications for 75 credit union charters pending in Massachusetts.
- ☐ Postal employees have so far organized 56 credit unions.

CREDIT UNION MANAGING DIRECTORS AND FIELD WORKERS TAKE TIME OUT FROM WEEK-LONG SECOND ANNUAL CONFERENCE FOR OFFICIAL 1946 PHOTO.

Front row—M. A. Bloomquist, Illinois; T. W. Doig, Cuna; E. K. Watkins, Louisiana; Albert Marble, Michigan; J. A. McCall, Missouri; Pierce Bowman, Missouri; George Tinnes, Illinois; Sidney Stahl, New York; L. R. Nixon, Connecticut; C. E. Oldham, Indiana.

Back Row—Fabian Monroe, Wisconsin; Vidkunn Ulricksson; Ralph Bendel, Oklahoma; Ruth Ryan, Cuna; E. E. Schwartrauber; C. O. Skorstad, Cuna; W. L. Vandenburg, Kentucky; Elizabeth Lynch, Tennessee-Virginia; R. E. Archer, Minnesota; J. W. Bentz, Mississippi; J. A. Colby, Cuna; H. W. Vetter, Iowa; J. M. Barry, Texas; Mrs. Sidney Stahl; Helen Myers; Mrs. John Hillerson; John Hillerson, North Dakota; Henry Peterson, Kansas; Lee O'Brien, Missouri. Mr. Schwartrauber is director, Mr. Ulricksson is assistant director, Miss Myers is on the staff of the Wisconsin University School for Workers in Madison, where the conference was held from July 28 to August 3.

Problems involved in providing maximum peace-time credit union service were thoroughly discussed, although a little more time was provided this year than last for recreation. Social highlights of the week were the informal baseball game between the managing directors and the Cuna staff, and the party they gave Cuna staff.

At the annual business meeting of the National Association of Managing Directors Mr. O'Brien was re-elected president, Mr. Bloomquist was re-elected first vice president, Mr. Archer was re-elected secretary. Miss Lynch was elected second vice president and Mr. Marble was elected treasurer.

☐ Massachusetts credit unionists hold annual outing at Fitchburg.

10 Years Ago In Bridge

- ☐ New York State Credit Union League becomes member of Credit Union National Association.
- ☐ Cuna Executive Committee holds four-day meeting at Spider Lake, Wis.
- ☐ Nationwide credit union organization contest inaugurated.

Five Years Ago In Bridge

- ☐ Credit union movement gets six new field men: John A. Colby and William B. Tenney, Cuna; George J. Tinnes and J. Arthur McCall, Illinois Credit Union League; Henry Hullinger, Pennsylvania Credit Union League; Norman Tracy, Wisconsin Credit Union League.

☐ Cuna Mutual Insurance Society celebrates sixth anniversary.

☐ Two more states—Maine and Vermont—pass credit union laws.

☐ Consumer credit regulated.

Where to Get Them

CREDIT UNION promotional materials listed in this issue of Bridge, with a few exceptions which are noted, are distributed by and should be ordered from

Your credit union league
if it handles supplies
or

Cuna Supply Cooperative
Madison 1, Wisconsin

What About It?

by Dora Maxwell

Answers to your credit union questions
by Cuna organization and education director

Immediate Families as Members (Two Questions)

QUESTION (FROM UTAH):

My sister wishes to join my credit union. May she become a member with all privileges?

ANSWER:

If your credit union by-laws provide that persons in the immediate families of members may join then she could become a member and have all privileges. There is a further stipulation that if yours is a federal credit union, your sister would have to be residing in the same house with you in order to be eligible for membership.

QUESTION (FROM UTAH):

As I have made a separate account in the name of a member of my family, can that member borrow?

ANSWER:

If there is a separate account in the name of a member of your family this is because that person is eligible to membership in his own right. In that case such a member would be eligible to borrow if the credit committee approves the loan.

Out-of-State Members

QUESTION (FROM OKLAHOMA):

We have a group that is ready to organize a credit union but their attorney wants to know whether it is legal for them to take in as members, employees who live outside the state of Oklahoma?

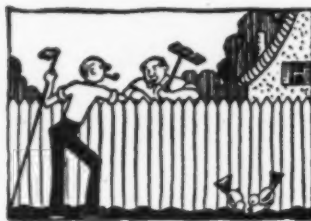
ANSWER:

Nowhere in the Oklahoma credit union statutes is there a prohibition against a non-resident being a member of a credit union organized under the Oklahoma by-laws. Of course, the non-member has to be within the group having the common bond of occupation or association required in the by-laws.

Joint Accounts

QUESTION

If a depositor should have quite a bit of money in the credit union in his own name, and in the event of death or an accident causing inability to sign checks or do any business, would his wife be able to get the money? We have had this question asked quite a few times recently, and are unable to give any satisfactory replies. The depositor is afraid it would involve legal action, and the wife only receive about



You are invited to submit your questions on any credit union problems to this department. You are also welcome to contribute your own ideas on the answers printed here. What's on your mind?

one-third of the amount in his account.

ANSWER

A joint account is probably the best way to handle the above situation. Then the wife, in the case cited above could withdraw when necessary and the money would automatically be hers in case of the death of the husband. Another way to handle this situation is for the wife to have a Power of Attorney.

Who Is A Member?

QUESTION (FROM ARIZONA):

Is a person who withdraws his entire share account still a member of a credit union, because of the fact that he has paid the entrance fee of 25 cents?

ANSWER:

No. When a person withdraws his entire share account he is no longer a member of the credit union.

Joint Membership

QUESTIONS (FROM WASHINGTON):

Our credit union recently passed an amendment to our by-laws permitting joint ownership accounts. We have several questions:

QUESTION:

In case there is a loan made by one party of the joint account do the other joint owners have to sign the note to make it legal?

ANSWER:

In case a borrower who is one of the participating parties in a joint account wishes to borrow it is not necessary for the other participants in the joint account to sign the note.

QUESTION:

In case only the one borrowing the money signs the note and we are forced to take his shares as payment

on the note can we take all the shares of the joint account?

ANSWER:

Yes. If a borrower who participates in a joint account is delinquent in payments, the credit union may seize all the money in the joint accounts to satisfy its claim against the borrower.

QUESTION:

We carry the Cuna Insurance. How does this work in connection with the joint agreement? In case a loan is made to one member of the joint agreement and his name only is signed on the note, does his death make the insurance company liable for the note? In case it is lawfully necessary for all the joint owners to sign a note borrowed against this account would it require the death of all of them to make the insurance company liable for the note?

ANSWER:

If a participant in a joint account borrows from the credit union and the credit union carries loan protection insurance and the borrower then dies, the insurance company would assume responsibility for payment of the loan. It is not necessary for all the joint owners to sign a note when one joint owner borrows.

QUESTION:

In case a man and his wife have a joint membership account and either of them dies, are we required to hold the balance in this account until the estate is probated or can the surviving member draw on this account at will?

ANSWER:

In case of a joint account between a man and his wife, the question of whether you might disburse the money held in the joint account before the estate is probated would depend on the probate laws of your own state and on the wording of your joint account signature card. Normally the signature card is so worded that the funds in the account belong to the surviving participant in the account and may be withdrawn by that participant.

Co-signers as Members?

QUESTION (FROM UTAH):

Should co-signers be members of our credit union?

ANSWER:

Co-signers should not be limited to members of your credit union. This

hampers growth and limits the field of operation.

Term of Loan

QUESTION (FROM GEORGIA):

Over how long a period can a Credit Union note be made?

ANSWER:

At the present time Regulation W still limits the term of certain types of loans. The federal credit unions are limited to two years.

Claim for Share Insurance

QUESTION (FROM ILLINOIS):

Due to the fact that we know of no living relative of the deceased John Brown (fictitious name) we are not going to file claim on his Share Account. We withdrew it and applied it on said Loan.

ANSWER:

The fact that no living relative is known to your credit union does not relieve the Cuna Mutual Society nor your credit union of its obligations. We request that you complete the Life Savings Certificate Claim Form in order that we may make settlement of both the Loan Protection and the Life Savings claims. So far as your credit union is concerned, it will be necessary to add the Life Savings Insurance to the share account and it will all have to become a part of the estate of the deceased member to be disposed of in accordance with the laws of Illinois.

Interest on Loans to Veterans

QUESTION (FROM ARKANSAS):

We will appreciate it very much if you will furnish us the proper status of the G. I. Bill concerning interest payments on loans to veterans while in the service of the armed forces. We are told that the Veterans Administration advises that no interest can be charged during the time above mentioned. We have been under the impression that no collection could be made but interest accumulates. The loan we are particularly interested in at present was made before the war was declared and we are trying to collect all back interest.

ANSWER:

The G. I. Bill of Rights contains the provision that interest on loans to persons in the armed services must not exceed 6 per cent simple interest and, therefore, any collections you make must be based on that amount. The Cuna National Board recommended, and many credit unions have followed the policy, of waiving all interest on loans to persons in the service. Sixty days after discharge from the service the moratorium on loan repayments or loans is lifted and the regular credit

union rate of interest should be charged.

Limit of Disability Coverage

QUESTION (FROM WISCONSIN):

Under the CUNA Mutual Insurance Society Loan Protection plan, a borrower becomes ineligible for further coverage subsequent to payment of a claim on him under the disability clause. What is the status of such member in regard to Life Savings coverage which was in force at the time the disability originated?

ANSWER:

A member who receives payment of a disability claim under loan protection is not eligible to new or additional coverage of any type with the CUNA Mutual Insurance Society. However, payment of the disability claim will not serve to cancel any coverage of the individual which was in force at the time of disability. No further savings of the member will be covered. The same is true of any individual policies such member might have with CUNA Mutual. Existing contracts will be honored but no increase of coverage may be made.

Real Estate Loans Covered

QUESTION (FROM NEW MEXICO):

May Real Estate loans be covered under the Loan Protection plan?

ANSWER:

Yes, within the maximum amount of \$5,000 on one borrower.

Life Savings Requirement

QUESTION (FROM CALIFORNIA):

May Life Savings Insurance be obtained without Loan Protection?

ANSWER:

No. The credit union must carry Loan Protection plan AA or AA-WD before Life Savings insurance will be issued.

Life Insurance as Collateral

QUESTION (FROM UTAH):

May I use my life insurance policy to secure my loan?

ANSWER:

Yes, if the credit union deems it adequate security. However, we urge strongly that you do not pledge your life insurance against a loan and that other members be discouraged from doing this also. Most of our credit union members do not carry enough

life insurance. In any case, we should not encourage them to reduce their estate by borrowing against their insurance.

Loans to Minors

QUESTION (FROM UTAH):

Can we make a loan to a minor?

ANSWER:

Loans may be made to minors provided the note is signed by the legal guardian and provided the credit committee approves.

Wife As Co-Signer

QUESTION (FROM UTAH):

Is my wife (husband) considered an eligible co-signer on my loan?

ANSWER:

Your wife (husband) could be considered as a co-signer on your note. However, such signatures would be valuable only if your wife (husband) had a separate source of income adding additional weight to the security of your note.

Balloon Notes

QUESTION (FROM TEXAS):

One of our members desires to refinance a real estate loan on his home with us. He owes a balance of \$1,050. He desires to pay only \$25 per month of the principal. As we are a federal credit union we can not extend the loan for more than 24 months. Do the regulations prevent us from making the loan to be repaid at \$25 per month for 23 months and the twenty-fourth payment to be balance of the note due? We can then issue a new note for the balance.

ANSWER:

This type of arrangement is called a Balloon Note. It is not permissible.

Interest Rates

QUESTION (FROM HAWAII):

Is it advisable to reduce the interest rate on loans above \$500 or some similar limit?

ANSWER:

No. In our opinion it is wrong to have a graduated interest schedule on loans, according to the amount of the loan. A credit union member who makes \$20 a week might wish to borrow \$150 to pay a doctor bill, the interest rate to him would be 1 per cent per month. Another member who earns \$60 per week may wish to borrow \$500 to finance the purchase of a new car. If any differential in interest rate is considered, and this is not advocated, then it would seem to be more in keeping with our philosophy to shade the rate in favor of the smaller loans. This, of course, does not refer to mortgage loans.





Cuna National Directors Set Official Policies

DIRECTORS of the Credit Union National Association at their meeting in Madison this May (a view of which is shown above) established these as the current policies of the Association.

1. Objectives

(a) To advance, encourage and foster the principles and practices of cooperative pooling and use of the credit and financial resources of average salaried and income groups.

(b) To exemplify the ideals—of the equality of man—freedom of opportunity—and unselfish cooperation—by their practical application in the control and use of credit and financial resources.

(c) To encourage thrift, regulated savings, and prudent economic management of credit and financial resources. That credit union members be urged to save at least 10% of their earnings regularly and to invest, preferably, their savings in credit union shares and deposits.

(d) To afford all persons an opportunity to have a direct voice in the control of all public, financial and economic affairs.

(e) To coordinate and unite all credit union groups—encouraging organization activities—frequent group assemblies—interchange of thought—and in all manner necessary advancing their ideas and ideals.

(f) To provide loan facilities at the lowest possible rates and to combat the imposition of excessive and usurious rates of interest by example and by providing credit union facilities for those in need.

(g) To encourage and promote the establishment and maintenance of effective governmental supervision of

credit union operations.

(h) To require governmental supervising agencies to permit collaboration by CUNA in strengthening credit union operation and preventing credit union dissolutions.

2. Taxation

That the National Association declare itself to be unopposed to such taxation which may be assessed against credit unions for the purpose of maintaining the benefits of social legislation such as old age compensation and unemployment insurance provided the extent of such taxation does not impair the organization or operation of credit unions affected in accordance with the generally accepted credit union principles. That in all other respects the policy of the Credit Union National Association with regard to taxation shall be as heretofore, to wit: To preserve the tax exemption principles afforded credit unions.

3. Interest Rates

We recommend that the present legal maximum interest rate for loans be maintained at such rate that does not exceed 1% per month. That out of the income derived by the credit unions, they shall provide first for all essential reserves, adequately compensate the treasurer or the managing official as the case may be, provide all the incidental credit union services, place itself on a sustaining basis, pay a uniform dividend to all credit union members entitled to a dividend and then, and then only shall it consider the advisability of returning to the borrower a portion of the interest paid in the form of a patronage dividend.

4. Dividend Rate

We recommend to all credit unions that they pay dividends in conformity with current rates of interest on similar types of savings.

5. Disposition of Income

That it should be the policy of all credit unions to transfer to the guarantee fund only such amounts as are required by the respective laws under which they operate.

6. Investments

That in the investment of surplus funds, it be the policy of credit unions to recognize the factor of safety and liquidity.

7. Audit and Examination

That all leagues survey all regulations and facilities within their jurisdiction affecting audit and examination of credit union operation and that such audit and examination be strengthened, if required, by legislative enactment or other essential action.

8. Liquidation

That every effort be made to prevent the liquidation of credit unions, and any credit union that may contemplate liquidation shall be urged to consult its chapter, league and CUNA before starting any such action.

9. Credit Union Services

That in view of the increased cost of living and economic uncertainties, it is important to exert an all-out effort in rendering all credit union services, within the scope of governmental

regulation, with confidence and courage.

10. Mailing List

That mailing lists of credit unions and credit union membership be not made available to persons not officially entitled thereto except under most unusual circumstances and then only with the approval of the Executive Committee in the case of CUNA, and in the case of leagues or credit unions, the Board of Directors.

11. BRIDGE Policy

That it be the policy of the Credit Union National Association that BRIDGE should not be used as a medium for political purposes or propaganda whether relating to the credit union movement or state and national affairs, and in furtherance of this policy should not accept for publication any political advertisements, articles, letters or other material of a political nature.

12. Jurisdiction Disputes

That whenever a dispute relating to matters involving jurisdiction arises between credit unions which operate in different states or provinces, that such dispute should be submitted to the Credit Union National Association, Incorporated, via their respective leagues for advice and counsel; and where any such dispute arises between credit unions which operate in the same state or province, that such dispute should be submitted to their league for advice and counsel.

13. Liquidating Investments

That credit unions refrain from liquidating investments to meet temporary needs, but that such funds needed temporarily be secured from other sources.

14. Coordination

(a) That all activities of the Credit Union National Association, Incorporated, be conducted with full recognition and understanding of the international character of (Cuna).

(b) That there be an educational committee in every league, chapter and credit union for which adequate financing shall be provided and to which due importance shall be attached.

15. CUNA Cooperation

That it is the duty and privilege of CUNA to counsel with the leagues comprising its membership, but not with the individual member credit unions of those leagues if the said leagues object.

16. Limitations

In order to foster the basic credit union principle of thrift, it is the policy of the Credit Union National Association to advocate that credit unions impose no limitations as to maximum amounts in either share or deposit accounts.

17. Cooperation With Other Organizations

That the Credit Union National Association, Incorporated, cooperate in every possible way with all other organizations whose aims are identical with or similar to those of our association for the furtherance of the credit union movement in all parts of the world, and particularly for the reconstruction of the movement in countries ravaged by war.

What, Oh What, To Do In September

1. Do everything possible to build up a strong membership drive.

Educational Committee Tip

A LOAN PACKET of suggestions to help credit union educational committees plan their programs, including a generous supply of samples of materials used by other credit unions, may be borrowed 30 days without charge, from Education and Organization Department, Credit Union National Association, Madison 1, Wis.

Yes, let's go! To help us chalk up record breaking year we want

Bridge

beginning with next issue, to go to the officers and committee members listed below. \$1 for each subscription enclosed—. Or please bill us—(check which).

Name of Credit Union

Address

City, zone if any, and state

President

Address

City, zone if any, and state

Vice President

Address

City, zone if any, and state

Secretary

Address

City, zone if any, and state

Treasurer

Address

City, zone if any, and state

Director

Address

City, zone if any, and state

Director

Address

City, zone if any, and state

Director

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City, zone if any, and state

Director

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City, zone if any, and state

Director

Address

City, zone if any, and state

(over, please)

CUNA MUTUAL INSURANCE SOCIETY MADISON, WISCONSIN		C 1562
DATE	PAY TO THE ORDER OF	AMOUNT
JUL 3 '46	B & N EMPLOYEES CREDIT UNION (DEC) AA	3441 31
The sum of \$3441 and 31 Cts		
COLLECTIBLE AT PAY THROUGH FEDERAL RESERVE BANK OF CHICAGO THE FIRST NATIONAL BANK OF MADISON 79-46 MADISON, WIS. 79-46		CUNA MUTUAL INSURANCE SOCIETY Thomas W. Dwyer

Cuna Mutual Loan Protection Insurance removes a heavy financial burden from another credit union family; frees another widow of a major worry.

Supervisory Committee

Chairman

Address

City, zone if any, and state

Member

Address

City, zone if any, and state

Member

Address

City, zone if any, and state

Credit Committee

Chairman

Address

City, zone if any, and state

Member

Address

City, zone if any, and state

Member

Address

City, zone if any, and state

Education Committee

Chairman

Address

City, zone if any, and state

Member

Address

City, zone if any, and state

Member

Address

City, zone if any, and state

Bridge

official publication
Credit Union National Association
Madison 1, Wisconsin



Founders Club

New Members

SINCE OUR LAST REPORT, the following new members have been admitted to the Founders' Club:

E. B. Leatherwood, Texas & Pacific FCU, Dallas, Texas.

Laurence B. Kilburn, Yale Lock-makers FCU, Darien, Connecticut.

L. J. Retallick, Foresters CU, Wellington, New Zealand.

42 In July

FORTY-TWO CREDIT UNIONS were organized in Canada and United States in July. Of these six were organized in New Mexico, five in Connecticut, and Florida, Louisiana, Ontario and Texas each gained three.

The total organized during 1946 through July is 271. The top ten provinces and states for the year are:

Ontario	32
New Mexico	19
North Carolina	18
Connecticut	12
British Columbia	11
Alberta	10
Illinois	10
Ohio	10
Michigan	9
California	8

Dorothy Farr Dies

DOROTHY FARR, wife of Gurden Farr, first vice president of the Credit Union National Association, died recently after an extended illness.

She was an active and friendly credit union worker, ably assisting her husband in his many credit union responsibilities in the Detroit Postal Employees Credit Union, the Detroit Credit Union Chapter, the Michigan Credit Union League, and the national credit union movement. In addition to being on the Cuna executive committee, Mr. Farr is also a director of the Cuna Mutual Insurance Society.

Round About

The Credit Union Movement

☛ In ten years Nova Scotia has acquired 218 credit unions, which have more than \$2,500,000 in assets. Officers elected at the recent meeting of the Nova Scotia Credit Union League are: T. G. Gallivan, president; Fred MacInnis, vice-president; Joe Chisholm, Joe Ryan, Rev. Nelson MacDonald, Rev. Mr. DeWolfe, Marsh Fogere, Steve Delahanty, Thomas MacNamara. J. C. Hill was re-elected managing director.

☛ Since its organization in December 1936 the Toledo, Ohio, Auto-Lite Federal Credit Union has granted \$1,030,000 in loans. Treasurer Edward J. Skelunski, states that 90 percent of the success of the credit union is due to the work of president Ted Wasserman. Ted is president of the Toledo Credit Union Chapter and a director of the Ohio Credit Union League and seldom misses a meeting of any of these three organizations.

☛ Another nomination for the credit union Hall of Fame is contributed by William Littell, supervisory committee chairman of the Grand Central Terminal Employees Federal Credit Union in New York. He nominates the credit union's treasurer, Louis Bonderefsky, who is also a director of the New York State Credit Union League (see cut). He reports that Mr. Bonderefsky lives credit union all hours of the day and night, that his records are always in excellent shape, and that he is always looking out for the other fellow's welfare. "This fellow is really the foundation, the main spring of the watch, of our credit union."

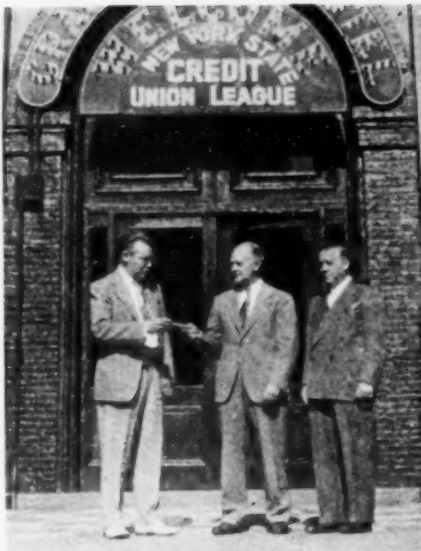
Milestones

☛ Ralph Bendel, a World War II veteran, has been named field representative of the Oklahoma Credit Union League. He began his training for the position by attending the Managing Directors Conference and is now being introduced to Oklahoma credit unions and credit union field work by C. O. Skorstad, Cuna field man. This schedule has been developed by the League in cooperation with the Veterans Training Program.

☛ John Hillerson is working for the North Dakota Credit Union League under a similar arrangement. He also attended the Managing Directors Conference (see cut on page 17).

Conrod Enlists Again

DR. ROBERT CONROD, former Cuna National Director for Texas and former



AT NEW YORK LEAGUE MEETING
At 1946 Convention of New York State Credit Union League Saratoga Springs Mayor Mallory presents key to the city to League President Thomas J. Kelleher, with President-Elect Jack Bucksbaum looking on.

director of Cuna Mutual Insurance Society, has re-enlisted in the Army as a master sergeant, after serving three years as a major. He, his wife and four children will go to Europe.

Rolf Nugent Dies

ROLF NUGENT, national authority on consumer credit and small loans, and long-time head of the department of Consumer Credit Studies of the Russell Sage Foundation, died recently while swimming at Yokohama, where he was acting as deputy chief of UNRRA Bureau of Supply.

Dr. Nugent had been on loan from the Russell Sage Foundation to government agencies for the past five years.

He was the author of many articles and studies, notably "Planes, Guns and Your Pocketbook" and "Consumer Credit and Business Stability." In May 1942 he contributed to BRIDGE the article "Why Not Candor in Small Bank Loans."

Coming Events

September 7 — Michigan Credit Union League annual meeting, Hotel Statler, Detroit.

September 7 — Wisconsin Credit Union League annual meeting, Hotel Stoddard, La Crosse.

Credit Union Checks

Take Place of Postal Pay Checks
POSTAL CREDIT UNIONS at both Detroit and Omaha made the front pages of their local papers as a result of service rendered postal employees in July



New York League Directors—(First row) Sidney Stahl, managing director; William F. Jack, Thomas J. Kelleher, Jack Bucksbaum, Nat C. Helman, Frank J. Myers, Aaron Edelson. (Second row) Evelyn Knauff, Jack J. Jacknowitz, William Goldfine, Sydney Wexler, Benjamin Lipson, Florence Cohn, office secretary. (Third row) Louis Bonderefsky, C. K. White, F. W. Rosdeutscher, Joseph C. Meegan, Richard Hall. (Fourth row) Louis N. Zipperman, James Eagan, O. K. Palm, William Reid, Emilio R. Sanguine, M. A. Eichenlaub not present.

when their pay checks were held up because of a delay in Congressional action on the Postoffice Appropriation Bill.

Treasurer Gurden P. Farr reports that the Detroit Postal Employees Credit Union made about 200 loans and had about 1,000 withdrawals as a result of the pay delay. Seventy-five new members were gained, although the credit union already had 92 percent of its potential membership. It has 31,000 members. THE DETROIT NEWS ran a four-column picture on its front cover showing Pauline Cole, office manager of the credit union, handing check to Clare Boddy, with Jeanne Vanker, Emma M. Klinger, J. O. Nelson and Charles M. Tucker waiting to be served. All are post office clerks.

The Omaha EVENING WORLD HERALD ran a three-column picture in a four-column front-page story. The picture shows L. P. Dyhrberg, secretary-treasurer of the Omaha Post Office Employees Credit Union for the past 16 years, making a tide-over loan to Joseph E. Wesson. The story notes that of the more than 500 members, two-thirds are borrowers.

Without a doubt every one of the 290 postal credit unions in the United States rendered a similar service to their members during the emergency

they all faced. The notable thing about these particular credit unions is the fine public-relations dividends they obtained.



You can send a box containing 30 hearty meals, plus other supplies, through C.A.R.E. for \$15. (For information about C.A.R.E. see page 18 of May BRIDGE.) This is much more than you could send for the same money any other way. Remittances should be sent to C.A.R.E., 50 Broad Street, New York 4, New York, on forms which may be obtained from your local banks. Get a supply of these forms and urge your members to use them. Enlightened self interest, as well as brother-love, demands everyone's participation in this program. A starving world is a dangerous world. Desperate men are wild men. Pestilence knows no boundaries.

For Sale

Credit Union Posting and Control Machine, National Cash Register AK 2187 (63) UP. In operation from 1941 until late 1945, but lightly used. Regularly serviced by factory representative. Write Boeing Employees Association, Boeing Airplane Co., Wichita 1, Kansas.

ONE LESS WORRY FOR HER!

JUST ONE EXAMPLE FROM THE STACKS AND STACKS OF LETTERS FROM
CREDIT UNION MEMBERS TESTIFYING TO THEIR SATISFACTION WITH

CUNA LOAN PROTECTION INSURANCE



CUNA MUTUAL INSURANCE SOCIETY

HOME OFFICE, BOX 391
MADISON 1, WISCONSIN

CANADIAN BRANCH, BOX 65
HAMILTON, ONTARIO

CREDIT UNION OWNED AND CONTROLLED